

Bicycle Culture by Design

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Danish Design





CopenhagenCycleChic.com

Copenhagenize.com

Slow Bicycle Movement

Copenhagenize.eu

Cykelhjelm.org



Bicycle Planning Master Plan/Strategy for Bicycle Traffic Communication

**Copenhagen / Montreal / Bordeaux /
Rotterdam / Moscow / Mexico City
Halifax / Ottawa / Ljubljana / Ferrara
Sao Paulo / Rosario / Etc**



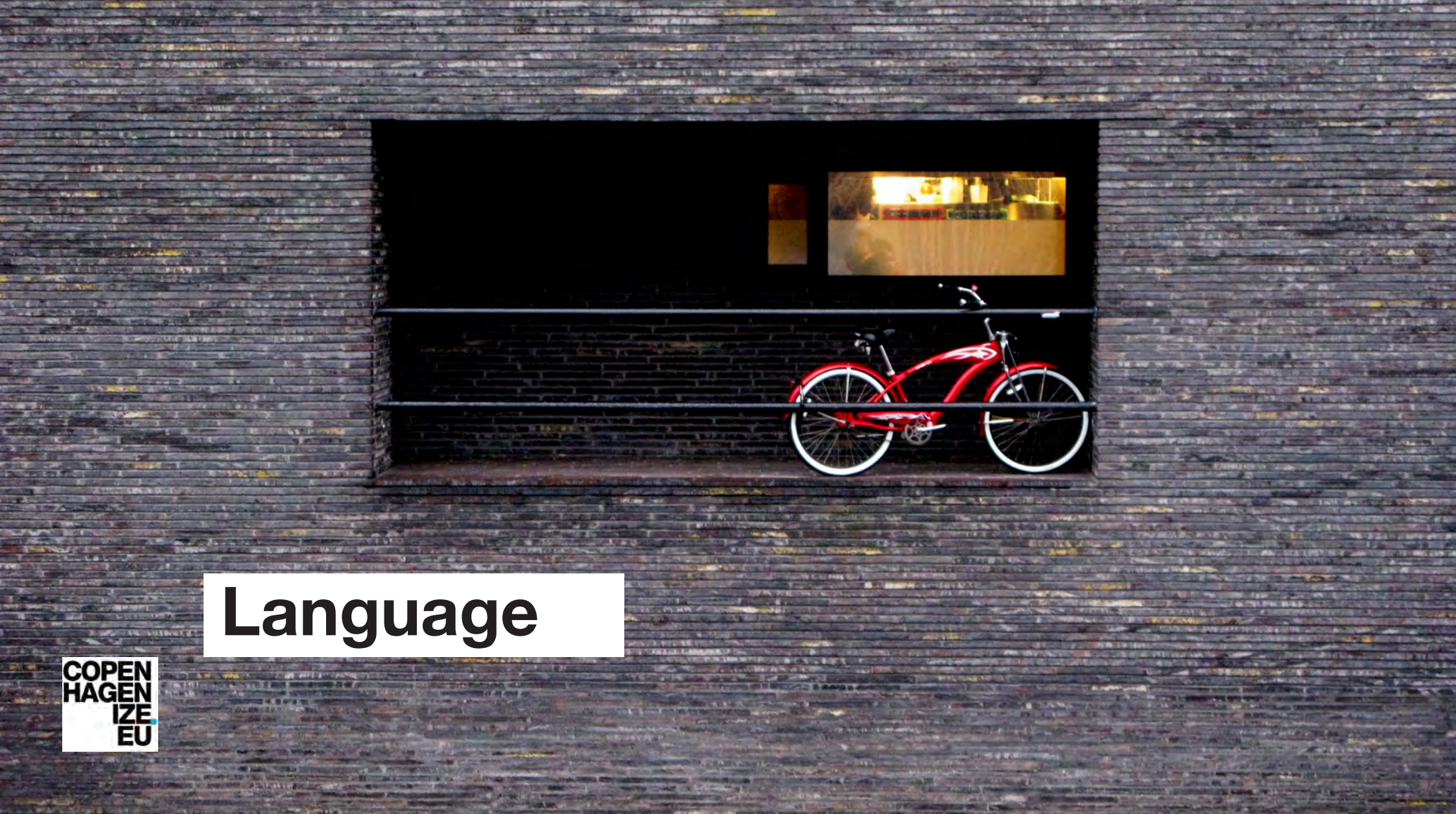
**Constructing cycle tracks
Copenhagen - 1930s**



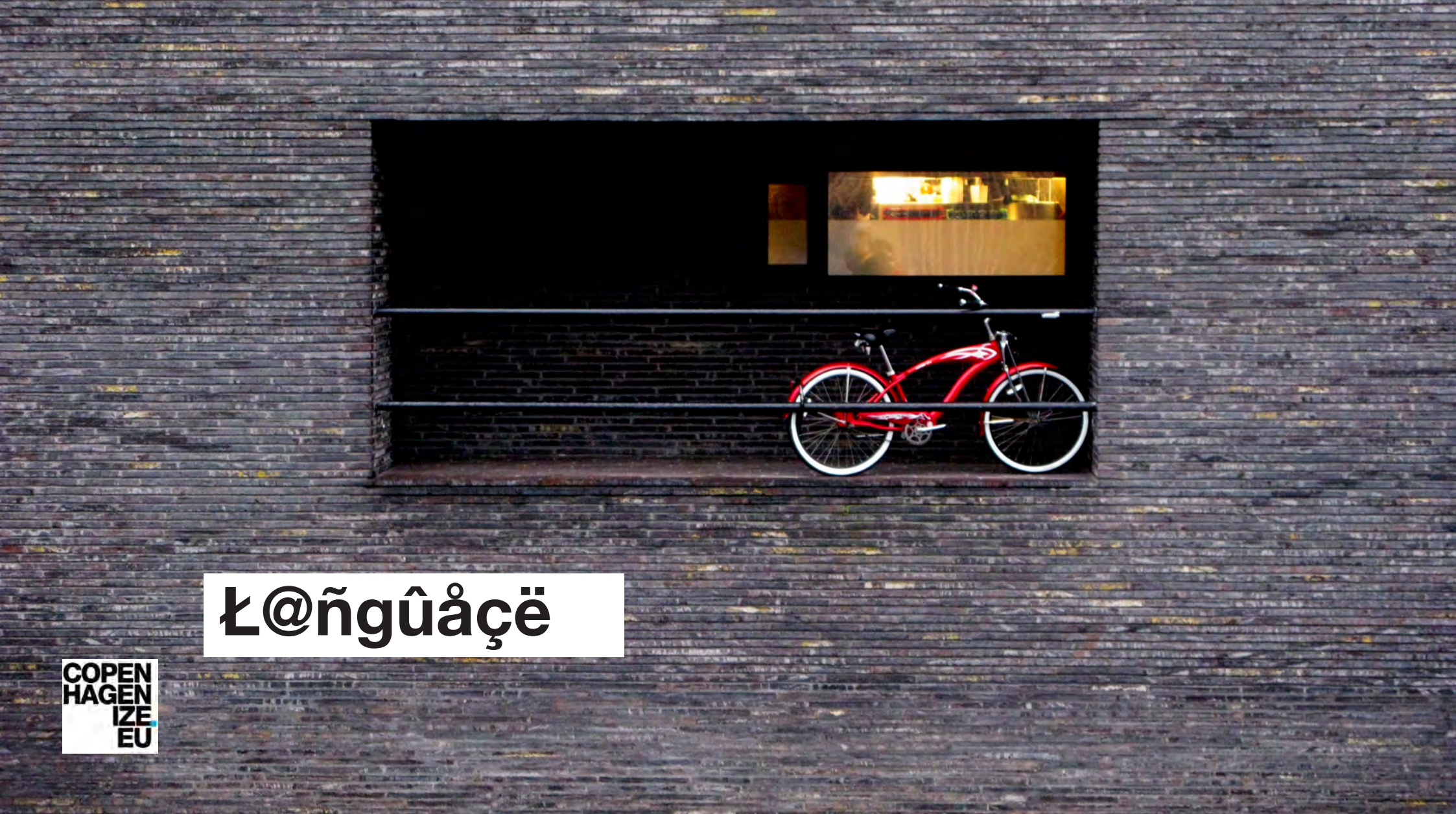
**Rush Hour
Copenhagen - 1950s**

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Bicycle Culture by Design



Language




Ł@ñgûåçë

Design

one language. many dialects and accents

we are all designers and make design choices

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“The problem with planning is that it has been overtaken by mathematical models - traffic, density, impact assessment, public costs, etc. - discarding common sense and empirical observation.”
- Andres Duany

How did this happen?

“The Anti-Automobile Age”

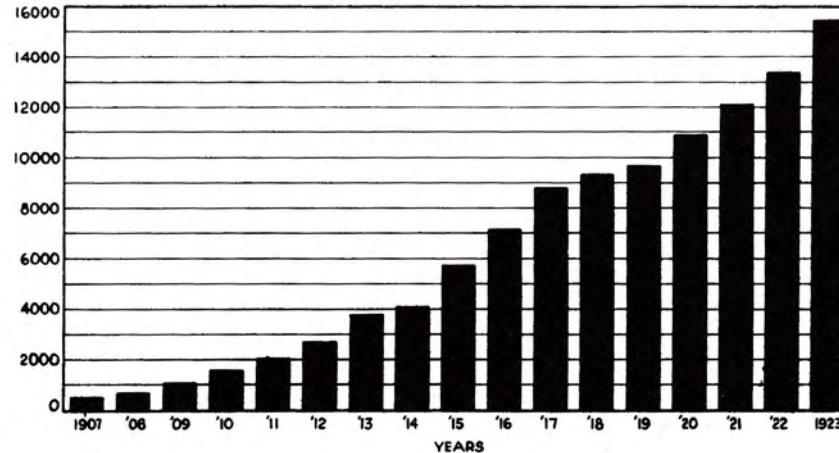
1910-1930.

A paradigm shift.

Motorists were despised.

**Two things happened to
change it all...**

**GROWTH IN NUMBER OF AUTOMOBILE
FATALITIES IN THE UNITED STATES**





For 7000 years, streets were places where people gathered, transported themselves, played. They were an extension of our front yards and homes.

Traffic engineers changed that in under 20 years. Streets became regarded as “public utilities”. Like sewers & electricity. Puzzles to be solved.

CONFINED
SPACE

1925

Leading textbook in professional traffic control:

“Engineers are advised to favor efficient modes and restrict inefficient modes and to consider expensive transportation facilities only as a last resort.

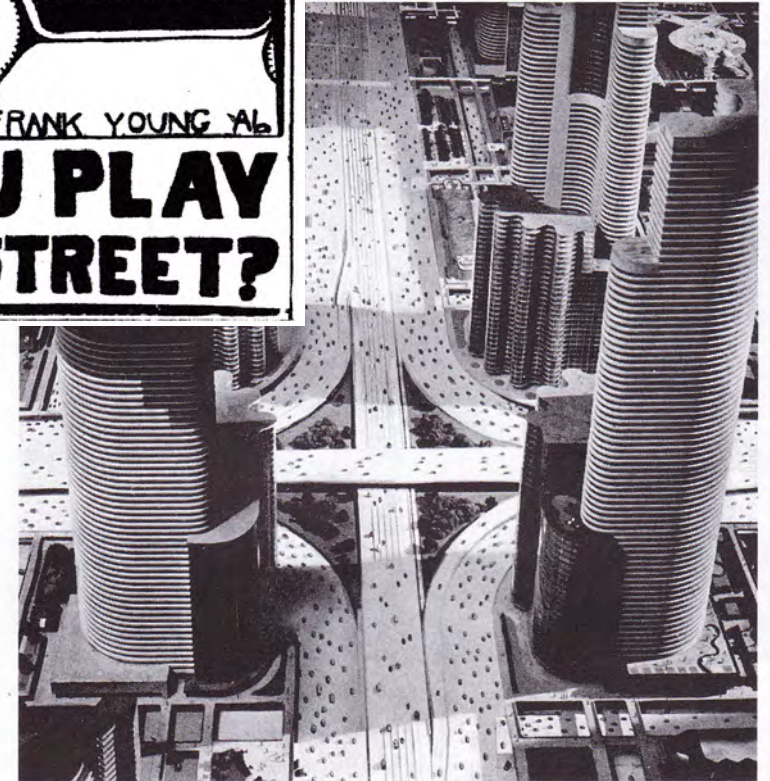
Street Traffic Control - by Miller McClintock, 1925

1941

Leading traffic engineering textbook:

“If people prefer to drive downtown and can afford it, the facilities must be built for them... The choice of mode of travel is their own; they cannot be forced to change on the strength of arguments of efficiency or economy”

Traffic Accidents and Congestion - Maxwell Halsey, 1941



The Automobile Industry - supported by the engineers - employed marketing tactics to turn public opinion in their favour. "Jaywalking" and ridicule. Crosswalks and playgrounds.

“The ‘traffic problem’ is now graduated to a higher plane of engineering analysis and transportation practice, where it has always belonged.”
J. Rowland Bibbens, 1926



Science applied to social planning and human streets.
Over 80 years of complete failure.
Mentality unchanged since the late 1920s.
And yet we still fund this outdated science.

NSPE Code of Ethics for Engineers
“1. Hold paramount the safety, health and welfare of
the public.”
What public? The *motoring* public.







space

Wasn't I talking about design?!



Dronning Louises Bro

Peblinge Dosereng

Dronning Louises Bro

Søtorvet

Olsson
Møbler A/S

Bartholinsgade

Nansensgade

Gothersgade
161

Friluftslund
Klatrevæg

Marie Therese-
Grøn salon

Plan B v/Niels
S Zeeberg

Halifax

Vendersgade

Nansensgade

Caribbean
Cafe

Frederiksborggade

Nørre Farimagsgade
74

Gothe

Sankt
Andreas Kirke

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Urban Chaos or Used-Defined Wayfinding & Desire?



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Desire Lines

Gaston Bachelard - Philosopher
Poetics of Space - 1958

Modern cities listen and watch and act





Can you design a toaster without ever having eaten toast?

Does your city planner ride a bicycle?

A designer puts themselves in the mind of the user of the product



Four Types of Pleasure

Physio-pleasure

Body, senses.

Socio-pleasure

Social pleasures derived from interaction with others

Psycho-pleasure

Peoples reactions and psychological state during using the product

Ideo-pleasure

Appreciation of aesthetics, quality and whether the product enhances life

All these apply to bicycle infrastructure and planning

Designing for bicycles is like designing for any other product



Neolithic Period

4750-4600 BC



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The seductive power of objects can transcend other important issues like price or performance.



The seductive power of well-designed bicycle infrastructure can transcend important issues like... weather. A2Bism... through design.

Design helps build better relationships. It's a powerful tool because it builds trust, comprehensability and attraction. Ultimately design is the vehicle of communication - more than the medium itself.



Good design improves behaviour.
Citizens react to infrastructure design
with their behaviour.
Positively or negatively.



Then you can micro-design - or let people do it themselves

Desire Line turned into ramp



Manhole used as ramp



Ramp made by user



Railing/Footrest
City of Copenhagen

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Copenhagenize
Cyclist Bin



Copenhagenize
Love Handles



This is all we need...



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A little less LEGO and a little more
Playmobil.
People first, then construction.





Design begins with a need
People first. Then aesthetics
Best practice is established.



Danish Design:
Simplicity, functionality, informal elegance and a respect for materials and resources.

Uniform bicycle infrastructure

Easy wayfinding, ease of use, positive user experiences, increased safety.

Monumental Motion

Establish your legacy.